

The man who starts a scandal and the one who starts a fire, come back to find themselves ruined.—Leavenworth New Era.

Honolulu Star-Bulletin

SPORTS, CLASSIFIED AND SHIPPING SECTION

HONOLULU STAR-BULLETIN, WEDNESDAY, MARCH 8, 1916.

NINE

NO HAM AND EGGS IN HONOLULU FOR POOR SONGSTERS

San Francisco Call Has Pathetic Account of Tribulations of De Folco Here

Under the heading: "Songbirds Breke; No Ham and Eggs for Opera Tramps Stalled in Honolulu," the San Francisco Call of February 23 pokes fun at the troubles which beset the paths of emotional would-be impresarios. The article follows:

Between the critics and the press agents one might conclude that there are only two prime components of grand opera, melody and temperance. This would be a mistake. There is a third ingredient, as necessary as onions to a beef stew—it's ham and eggs. Which suggests the philosophical remark that—

It's a long vocal flight over the dreary route from do to dough.

This is true down in Honolulu, anyhow.

Honoluluans love melody. They were discovered at it by Senor Eugenio de Folco. He slipped quietly down to the islands two months ago and caught 'em in the act. They were pouring golden shekels into the pockets of dancers and singers in an up-to-date comic opera company.

The Real Thing!

"Comic opera-what!" cried the senior. "I'll give 'em real music. Grand opera!"

So he came up to San Francisco, organized his own company and returned. He took down six singers and a chorus of twelve and opened. It was a case of comic against grand (opera). Comic won.

At the end of the first week Senor de Folco's costumes were attached just before a scheduled performance. The performance didn't take place. There wasn't enough money to pay off the company. It went broke. Four of the grand opera singers got jobs in the musical comedy chorus. The rest haven't eaten regularly since. Seven girls appealed to Governor Liliuokalani, Pinkham of Hawaii, after their baggage had been seized by hotel keepers and they had missed a few meals.

Benefit Arranged.

He paid a week's board for them and arranged for a benefit performance to raise funds. The benefit came off last week. The sum said to have been realized was \$170. This was to have been turned over to the members of the company, but it wasn't. It was charged in court that Senor de Folco gave it to his wife, who is expected here tomorrow on the steamer Lurline. At any rate Governor Pinkham has sent out an appeal for funds for the distressed songbirds. He wants to get them back to San Francisco.

IMPERIAL CHINESE TROOPS BEAT REBELS

(Associated Press by Federal Wireles)

WASHINGTON, D. C., March 8.—According to dispatches from Peking to the Chinese legation here the Chinese government troops have captured Poyai, one of the rebels' strongholds in Sui Chow province. The revolutionists are reported to have lost heavily in the engagement that preceded the surrender of the fortress.

HONOLULANS MAY SOON RADIO TO FAR AUSTRALIA

Mutual's Plant Hopes to Make Regular Service to New Zealand Possible

Regular wireless service between Honolulu, New Zealand and Australia will soon become a fact, perhaps before the close of this month, if tests which are now being made by the Mutual radio station of the Mutual Telephone Company demonstrate that the project is practicable.

While the service will not be direct, as it will be necessary to relay the business through the radio plant at Apia, British Samoa, messages will be handled quickly and efficiently, and Manager J. A. Balch of the Mutual's radio department believes that the company will be able to accept messages within a few weeks.

That the Apia station is willing to exchange radio business with the local Mutual plant is indicated in a message received this week by Mr. Balch from Manager P. O. Spry, of Apia, who sent a radio to him reading as follows: "I am now authorized to exchange traffic with you."

The Mutual tried to put this service into effect last June, but the British administrator refused permission.

Big Demand for Service.

"The Apia radio plant, 2260 nautical miles from here, is in communication every night with the New Zealand station," says Mr. Balch, "and New Zealand communicates daily with Australia. There has been quite a demand in Honolulu for radio service to New Zealand and Australian points and this we have emphasized in trying to secure permission from the administrator to exchange messages with Apia. If Spry's message means he is willing to work with us, we will do all we can to make the service possible."

The only drawback in establishing service between the Mutual's station and Apia is that the Apia plant has a 2000 meter wave-length, and the Mutual's plant works on a 600-meter length. Experiments are now going on to determine whether the Mutual's receiving wave-length can be increased to 2000 without interfering with the local Marconi station's sending.

Radio business from Honolulu to Tahiti via Suva and Tutuila has had to be discontinued, as the British authorities on January 21 refused to allow Suva to continue exchanging business with Honolulu or Tutuila. American Samoa, as the American wireless company was decreasing the Victoria-Suva-Brisbane British cable lines receipts.

OFFICIAL FIGURES SHOW HAWAIIAN CROP WAS 646,000 TONS

(Associated Press by Federal Wireles)

WASHINGTON, D. C., March 8.—The cane sugar crop raised last year in Hawaii came to a total of 646,000 tons, according to the official figures issued by the department of agriculture yesterday. The canvass of the territory's production was completed yesterday morning. The figures given by the department show a gain of more than thirty-four thousand tons over the 1914 crop.

KEY TO ENIGMA OF WORLD WAR OFFERED BY GERMAN PROFESSOR



DR. FRANZ OPPENHEIMER

The motive of war is class larceny. Lasting peace will not come until governments cease to be instrumentalities of theft.

These are the major conclusions of a German professor, Franz Oppenheimer, M. D., Ph. D., of the University of Berlin, who outlined, as early as 1908, the interplay of forces which has thrown Europe into a titanic struggle.

His book, Die Staat (The State) traces the origin of government and finds that in all of its advanced forms it resulted from the conquest of an agricultural people by roving tribes of freebooters.

The freebooter at first murdered and robbed his vanquished foe, says the author, but later discovered that, by letting him live and work, he could steal out the surplus of a single year, but the surplus of every year's work.

Modern government was born when the first savage invader enslaved his victim instead of killing him.

Thus the genesis of the state is theft, he adds. Every government is a class government. The most convenient modern means for class spoliation is the ownership of land.

and the collection of ground rent by a favored class.

Racial differences between conquerors and conquered disappear after a few generations and the upper class learns to rule by seeming to be the protector. Fears of invasion are fostered, armies and armaments maintained and international hate engendered as a means of keeping the workers' mind from his own wrongs. Periodically wars result from this.

War does not satisfy an inborn human craving, according to Oppenheimer. It is merely an incident of legal theft. He also refutes the theory that nations are forced to expand by lack of land for the sustenance of growing populations. He demonstrates by figures that Germany has land enough for much more than her population, if speculative holding of idle lands were made.

Oppenheimer does not predict the fall of the state, but the changing of its function from spoliation to justice. One feature of this change must be equal sharing in the benefits arising from land ownership. He mentions an American, Henry George, as among those who have laid the foundation for the future state.

COURT GRANTS DIVORCE TO YOUNG SPANISH GIRL

William Garoloff and Carmen Domingos walked out of police court smiling yesterday morning, and if the wee mite of a baby that Carmen carried on her arm could have understood he would have smiled too, for the court dismissed the statutory charge against the two who thought they were husband and wife.

Carmen's divorce was granted Monday from Dennis Machado, a former husband who brought suit against her when he heard that she and Garoloff were in town. Yesterday after-

SPEAKER CHAMP CLARK CELEBRATES BIRTHDAY

WASHINGTON, D. C., March 8.—Champ Clark, speaker of the house of representatives, celebrated his sixty-sixth birthday anniversary yesterday. President Wilson sent his personal congratulations to the speaker.

noon Carmen and Garoloff were wedded again, to make their married life legal, as the former wedding took place before the girl's divorce from Machado had been granted. A Spanish interpreter explained the situation to Carmen, while the Russian interpreter talked to Garoloff.

COULD KEEP UP DIVIDENDS IF NO SUGAR SOLD

Honolulu Plantation Co. Annual Reports Show Prosperity of Corporation

A wonderful showing—such was the judgement of the delighted stockholders at their annual meeting held at San Francisco on February 23, on the report for the year 1915, submitted by President J. A. Buck of the Honolulu Plantation Company.

The following resume of the annual reports is taken from the San Francisco Examiner of February 24.

A credit balance in the surplus account of \$985,363 at the end of a calendar year certainly warrants enthusiasm on the part of the fortunate holders of the 100,000 shares of capital stock outstanding. Such a balance carries with it the assurance that even if the company produced no sugar this year whatever dividends could be maintained at the existing rate of 45 cents a share monthly for more than 18 months.

Cash On Hand.

Of course, however, the actual cash on hand at the end of the year amounted to \$232,983 and the balance of this surplus is represented by other items in the account.

The exceptional character of the outlook for the current year may be readily gathered from the following excerpt from the report of Manager James Gibb:

The plantation is in better condition than it has been for some time. There is a fine, healthy stand of cane all over. The fields have just received a soaking of 38 inches of rain, leeching the salt out of the soil that accumulates from irrigation water. It has also raised the artesian supply of water for the pumps. The wells have risen six feet.

Outlook This Year.

The 1916 outlook, with estimate of production, follows:

We commenced harvesting this crop December 16, 1915, and have off to date 2007 tons. The estimate for this crop is 18,000 tons refined sugar.

The 1917 crop is well advanced for this season of the year, due to favorable weather and an early start. The fields planted for this crop were given an application of a ton to the acre of hydrated lime. It has proved most beneficial. The cane on these fields took on a fine healthy growth from the start. We have about 500 acres of the first limiting this plantation has had to any extent. We believe it is advisable to continue liming every year until we get round the fields that need it.

A CHILD DOESN'T LAUGH AND PLAY IF CONSTIPATED

If Peevish, Feverish and Sick, Give "California Syrup of Figs"

Mother! Your child isn't naturally cross and peevish. See if tongue is coated; this is a sure sign his little stomach, liver and bowels need a cleansing at once.

When listless, pale, feverish, full of cold, breath bad, throat sore, doesn't eat, sleep or act naturally, has stomach-ache, diarrhoea, remember, a gentle liver and bowel cleansing should always be the first treatment given.

Nothing equals "California Syrup of Figs" for children's ills; give a teaspoonful, and in a few hours all the foul waste, sour bile and fermenting food which is clogged in the bowels passes out of the system; and you have a well and playful child again. All children love this harmless, delicious "fruit laxative," and it never fails to effect a good "inside" cleansing. Directions for babies, children of all ages and grown-ups are plainly on the bottle.

Keep it handy in your home. A little given today saves a sick child tomorrow, but get the genuine. Ask your druggist for a 6-cent bottle of "California Syrup of Figs," then look and see that it is made by the "California Fig Syrup Company."—Adv.

REAR-ADMIRAL WALKER DIES AT ANNAPOLIS

(Associated Press by Federal Wireles) WASHINGTON, D. C., March 8.—Rear-admiral Asa Walker, retired, who was commander of the Concord, one of Admiral Dewey's ships at the battle of Manila bay, died yesterday at his home in Annapolis.

Admiral Walker had been ill for some time with pneumonia.

BIG CHEMICAL PLANT DESTROYED BY FIRE

(Associated Press by Federal Wireles) NIAGARA, N. Y., March 8.—The big electro chemicals plant at this place was destroyed last night by fire, following a number of explosions. One workman was killed and several others were injured. The money damage will reach \$200,000.

HOUSE REPORTS TO WILSON ON FRUITS OF TRIP

Said to Have Told President Teutons Stand by Policy in Submarine Warfare

(Associated Press by Federal Wireles) WASHINGTON, D. C., March 8.—Colonel House, special envoy for President Wilson to Europe, made his report to the executive yesterday morning. It is believed that he told Mr. Wilson that Germany is firm in her opinion that the submarine policy adopted by her government is justified by the course of events, and is not "bluffing" in her stand toward American demands.

This, it is understood Colonel House told Mr. Wilson, does not mean that the Kaiser wishes war with the United States.

The report, it is said, has greatly strengthened the view of the administration of the need of great care to avoid a break with Berlin.

SENATE CONFIRMS NEWTON BAKER AS WAR SECRETARY

(Associated Press by Federal Wireles)

WASHINGTON, D. C., March 8.—The senate yesterday confirmed Newton D. Baker, former mayor of Cleveland, to be secretary of war. The post of assistant secretary has not been filled as yet, although there are many men mentioned for the position.

IN WAR ARENA

COLONEL CHURCHILL CRITICIZES GERMAN POLICY

LONDON, Eng., March 8.—Following hard upon the heels of First Lord of the Admiralty Arthur J. Balfour, who had announced in the house of commons that the British fleets have been increased by the addition of ships aggregating more than one million tons burden, the former first lord, Col. Winston Churchill, fresh from the trenches in Flanders, charged the admiralty with lacking force in its operations.

Colonel Churchill declared that much has been done that should have been left undone and much that should have been done has been ignored. He added that he hoped the British fleets had been increased according to the program laid down more than a year and a half ago, and he intimated that this has not been done.

The German navy, he predicted, will be found, when the time comes, to have been vastly increased in size and efficiency. He also spoke in regard to the reappointment of Baron Fisher, as first sea lord of the admiralty.

GERMANY REINFORCES ARMY AT VERDUN

LONDON, Eng., March 8.—The report that the commanding officers of the German and Austrian masses are concentrating every effort to smash through the western line by sending even the troops which have been threatening the Greek city of Saloniki, comes in a flimsy news despatch from Saloniki which says that all the Teutonic soldiers in Greece have been withdrawn from the Balkan front, and have departed for the western lines. The despatch also states that several regiments of Turks have been sent to the Caucasus fighting lines from the Balkans, leaving the war there almost entirely in the hands of the Bulgarians.

In the Verdun battle, which, instead of diminishing in intensity, shows signs of becoming even more violent, the Germans reported yesterday other slight advances. Their infantry is said to have gained a foothold at the little village of Corbeaux.

GERMANY LOSES HIGH OFFICER IN VERDUN FIGHT

LONDON, Eng., March 8.—According to despatches to the Exchange Telegraph news agency from its correspondent in Amsterdam, Major-general von Lotterer, commanding the Kaiser's artillery in the battle before Verdun, has been killed in action. Reports from the Verdun front says that the Germans have gathered an enormous number of guns for their attack on the French lines.

THIRTEEN DIE IN ZEPPELIN RAID

LONDON, Eng., March 8.—The official statement dealing with the raid by Zeppelins last Sunday was made public last night. Thirteen deaths constitute the "bag" of the German raiders, who dropped 90 bombs in all. No military damage was done, says the statement.

Marian Henley, 11-year-old daughter of Mrs. Carl Henley, assistant to Mme. Calve as a soloist, reached San Mateo lately after journeying alone from France. The mother is in Paris and she feared to have her daughter remain.

WILD SCENES AS HOUSE VOTES TO INDORSE WILSON

Intense Excitement Marks Test Which Upholds Rights of American Citizens

(Associated Press by Federal Wireles) WASHINGTON, D. C., March 8.—From the moment that the house got down to work on the resolution, introduced by Jeff McHenry of Texas, warning Americans against traveling upon merchant craft carrying arms for defense against German submarine attacks, the issue was never in doubt, and the enthusiasm for the presidential policies grew greater and greater as vote after vote showed the volume of sentiment in favor of supporting Mr. Wilson. When the final vote was called it was taken amid scenes the most spectacular the chamber has witnessed for more than a decade.

Republicans and Democrats working shoulder to shoulder for the support of the President, and the tabling of the resolution, shouted and yelled as name after name was called.

"Stand by the President," was one of the slogans adopted early in the battle and it rang through the house time after time as the fight grew older.

"Is it to be Wilson and Lansing or von Bernstorff and the Kaiser," was another cry, and it also was heard frequently.

The supporters of the resolution and the foes of the President on this issue made use of the memorandum sent to the allied powers on January 18 by Secretary Lansing, stating that he believed the right of the warring nations to arm their merchantmen to be of questionable lawfulness.

Flood Makes Strong Speech. Representative Flood, one of the strongest speakers against the resolution and in support of Mr. Wilson's policy, pointed out that in view of the fact that the Allies had declined to disarm their trading ships, the Lansing memorandum has not affected the issue, which remained the same as if the document had not been sent.

Mr. Flood told the members, during the debate, that "it is impossible for the United States to yield to the demands of Germany unless you are willing to confess to the world that the destruction of the Lusitania was justified by the rules of war, and you can not do that."

The President waited for the result in the cabinet room at the Capitol. He was greatly gratified by it.

Masonic Temple Weekly Calendar

MONDAY—Hawaiian Lodge No. 21, stated, 7:30 p. m.

TUESDAY—Honolulu Lodge No. 409, special, Third Degree, 7:30 p. m.

WEDNESDAY—Hawaiian Lodge No. 21, special, Third Degree, 7:30 p. m.

THURSDAY—Honolulu Commandery No. 1, stated, Red Cross Degree, 7:30 p. m.

FRIDAY—Oceanic Lodge No. 371, special, Third Degree, 7:30 p. m.

SATURDAY—Lele Aloha Chapter No. 3, stated, 7:30 p. m.

SCHOFIELD LODGE

WEDNESDAY—SATURDAY—Work in Third Degree, 7:30 p. m.

HONOLULU LODGE NO. 1, MODERN ORDER OF PHOENIX

Will meet at their home, corner of Beretania and Fort streets, every Thursday evening at 7:30 o'clock.

CHARLES HUSTACE, JR., Leader

FRANK MURRAY, Secretary.

HONOLULU LODGE, 816, B. P. O. E. meets in their hall on King St., new Port, every Friday evening. Visiting brothers are cordially invited to attend.

G. J. MCCARTHY, E. R. of HONOLULU

HERMANN'S SONNE.

Versammlungen in K. of P. Hall

Montags, Janus 3 und 17; Febr. 7 und 21; Maers 6 und 20.

W. WOLTER, President.

C. BOLTE, Secretary.

Honolulu Branch of the National German American Alliance of the U. S. A.

Meetings in K. of P. Hall on Saturdays.

February 12, March 11, April 8, May 6, June 3, July 1.

PAUL R. ISENBERG, President.

C. BOLTE, Secretary.

6874—Jan. 18 to July 1 incl.

Home Course in Advertising

Take Conducted in two Papers by Alex. F. Osborn, Instructor in Advertising, Buffalo YMCA High School IN 90 CHAPTERS



CHAPTER LXXXII.

WHY NEWSPAPERS COST LEAST.

The newspaper is the main medium in local advertising, although as a national medium its general use is fairly new.

As a local medium there is no other kind that compares. It reaches just the people whom the local advertiser can reach and wants to reach.

The question of cost is not so important to the local advertiser, because, as a rule, he would find it necessary and profitable to use the local newspaper, even though it were considerably higher in price. So natural is it for the newspaper to count on the local or home advertising as its main advertising, that at first when the publisher began to accept contracts for space from outsiders he called it "foreign" advertising, meaning advertising which is non-local.

The rate at first was high and decidedly in favor of the home dealer. Today some rates are the same for both the local and the foreign advertiser, whereas in other cases they are lower for the local advertiser than for the foreign advertiser, and in others they are lower for the foreign than for the local. There is no reason for this difference in rates, except the reason that the publisher can get that rate in one case and not in the other.

As a national medium the newspaper is strictly a medium of action-advertising. If you wish to secure just plain publicity, just a familiarization of your name or the popularization of the product, then the street card or the bill board or some other "read-as-you-run" method might do the work as well. But if you want your advertising to bring immediate

results—to cause the person to decide to go and get the thing—then the newspaper is quite without peer, especially if yours is an article which is sold through that method of distribution which is based on local dealers.

The cost of newspaper advertising is considerably less than magazine advertising. It has been figured out that, for \$1500 in 30 leading newspapers you could secure 100 lines of space reaching eleven million people. That same advertisement in 10 leading magazines would cost \$1440 and would reach only two and a half million people. So you see, comparatively, the newspaper advertising is four times as cheap as that of the standard magazine.

Most advertising space is figured on a "line" basis. That refers to an agate line, 14 of which comprise an inch of space. Suppose that one line in a newspaper costs about a third of a cent per thousand circulation. In other words, the advertising in a paper which reaches 100,000 people would cost about one hundred times a third of a cent per line (or per 1/4 of an inch of a column).

The price varies greatly from one paper to another, depending upon class of circulation. The cost of some dailies is as high as 10c per line for 10,000 circulation or 1c per line per thousand. That is higher than is usual in a large city paper. A great, big newspaper might cost 85c a line or nearly \$12 an inch, and yet it would probably be far cheaper than the smaller one when figured on the basis of cost per thousand.

For preferred space there is an extra charge of 25c.

Newspaper rates vary with the amount of space used. A maximum rate is charged when minimum space is used—and vice versa. Some papers reduce their charges according to the frequency of insertion. In these cases, one inch every day during the year will earn a far lower rate than 355 inches all at one time. Such a system of rates is called a "fixed-space" basis. The "open-space" plan does not take into consideration the frequency of insertion so much as it does the total amount of space used during a certain period.

Other considerations also decide the cost of newspaper space. If you do not furnish your advertisement in plate form, the newspaper will have to compose the ad. Consequently, you might have to pay a composition charge to cover the cost of the labor involved.

The usual rate is based on "run-of-paper" position, which means that the publisher can place your ad anywhere in his paper, as he may see fit. Many advertisers believe the effectiveness of their ad will be increased if they have reading matter instead of other ads alongside of them. Therefore, they want "preferred" position, which is called "island" position, if it is entirely surrounded by reading matter. If the ad has reading matter on two sides, it is said to be in "full" position. Any of these preferred positions comprise extra service and should warrant extra charge.